

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Masami Suzuki et al.

Art Unit : 3623

Serial No. : 10/797,906

Examiner : Unknown

Filed : March 9, 2004

Title : REPORTING METRICS FOR ONLINE MARKET SALES CHANNELS

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

POWER OF ATTORNEY BY ASSIGNEE AND ELECTION OF
ASSIGNEE TO CONDUCT PROSECUTION TO EXCLUSION OF INVENTORS

The undersigned, as authorized representative of the assignee of the entire right, title and interest in the above-identified application, hereby appoints

Dwight U. Thompson, Reg. No. 53,688

John C. Phillips, Reg. No. 35,322

Frank R. Occhiuti, Reg. No. 35,306

John F. Rollins, Reg. No. 38,013

Michael B. Chernoff, Reg. No. 42,408

Wayne P. Sobon, Reg. No. 32,438

as its attorney to prosecute the application and to transact all business in the Patent and Trademark Office connected therewith with full powers of substitution and revocation, said appointment to be to the exclusion of the inventors and their attorney(s) in accordance with the provisions of 37 CFR §3.71 *et seq.* of the Patent Office Rules of Practice.

Ownership is in the assignee by virtue of the assignment documents submitted for recordation on June 11, 2004. The documents evidencing ownership have been reviewed and to the best of the assignee's knowledge and belief, title is in the assignee.

CERTIFICATE OF MAILING BY FIRST CLASS MAIL

I hereby certify under 37 CFR §1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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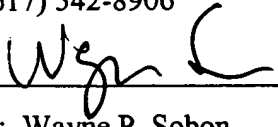
Roxanne Ippolito
Typed or Printed Name of Person Signing Certificate

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Attorney's Docket No.: 12587-048001 / D03-
047/01540-00/US

Please direct all communications regarding the application to the attorney at the address
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